

ORDER



Orders
Order / Rev: 683413
Alt Order #: 06142229
Product Desc: KAINE FOR SENATE
Estimate: 11102
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 05/14/12 / 05/14/12
Order Type: Political

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Kaine,T/D/Sen/VA
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	60	\$102,250.00	\$86,912.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$102,250.00	\$86,912.50	0.00
Totals	60	\$102,250.00	\$86,912.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	23%	\$102,250.00
Market	100%	\$444,565.22

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$4,445.65
WDCA	1%	\$4,445.65
WJLA	19%	\$84,467.39
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$155,597.83
WTTG	21%	\$93,358.70
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/15/12	10/19/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-W-F--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-W-F--			3			\$450.00		0.00			
2	WUSA	10/15/12	10/19/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			5			\$500.00		0.00			

Advertiser:	Kaine,T/D/Sen/VA
Product Desc:	KAINE FOR SENATE
Estimate:	11102

WUSA . . .

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WUSA	10/16/12	10/18/12	CBS This Morning CBS This Morning	CM	7-9a	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-T---		2				\$300.00		0.00			
4	WUSA	10/15/12	10/18/12	Price Is Right The Price Is Right	CM	11a-12p	M--T---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M--T---		2				\$375.00		0.00			
5	WUSA	10/16/12	10/19/12	DT Daytime	CM	1230-3p (12:30 PM-3:00 PM)	-T--F--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T--F--		2				\$300.00		0.00			
E 6	WUSA	10/17/12	10/17/12	DT Soaps	CM	1230-3p (12:30 PM-3:00 PM)	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W----		1				\$400.00		0.00			
7	WUSA	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,000.00		0.00			
8	WUSA	10/15/12	10/17/12	3-4p The Doctors	CM	3-4p	M-W----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-W----		2				\$225.00		0.00			
9	WUSA	10/16/12	10/18/12	4-5p Dr. Phil	CM	4-5p	-T-T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-T---		2				\$325.00		0.00			
10	WUSA	10/15/12	10/19/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$700.00		0.00			
11	WUSA	10/15/12	10/19/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$900.00		0.00			
12	WUSA	10/17/12	10/19/12	CBS Evening News CBS Evening News	CM	630-7p (6:30 PM-7:00 PM)	--W-F--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W-F--		2				\$3,500.00		0.00			
13	WUSA	10/15/12	10/19/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$800.00		0.00			
14	WUSA	10/20/12	10/20/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$350.00		0.00			
15	WUSA	10/20/12	10/20/12	CBS Evening News Satu CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$600.00		0.00			
16	WUSA	10/21/12	10/21/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$600.00		0.00			
17	WUSA	10/21/12	10/21/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$400.00		0.00			

Totals	60	\$102,250.00
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REP HEADLINE# 6142229

REP: TEL# 703 528 7800

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703 528 7880

FROM REP

RECAP

MAY14/12 10:33

*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	STS CD 23/	SPOT /LIN
	27		SAT	1100P-1135P			30	10/20	10/20					1	\$2,500.00			1
	PROGRAM : SAT 11P NEWS																	
	28		SUN	1100P-1135P			30	10/21	10/21					1	\$2,500.00			1
	PROGRAM : SUN 11P NEWS																	
	29		M,W,F	1135P-1235A			30	10/15	10/19					3	\$400.00			3
	PROGRAM : LETTERMAN																	
OCT/12	102250.00															CONTRACT TOTAL	102250.00	
																TOTAL SPOTS	60	

MARKET TOTALS \$444,565
WUSA 23%
WTTG 21%
WJLA 19%
WRC 35%
WDCA 1%
WDCW 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE